國立高雄師範大學

National Kaohsiung Normal University

事業經營學系 **碩士班** 開課系統表

Curriculum for the Master´s Program, Department of Business Management

113 學年度起入學新生適用 Applicable to students enrolled Fall 2024 and later

	第一學年 Year 1			第二學年 Year 2		
必修 Required Courses	科　目 Subject	學期 Semester	學分 Credit	科　目 Subject	學期 Semester	學分 Credit
	管理研究方法 Research Methods in Management	第一學期 First semester	3	論文 Thesis	第一學期 First semester	3
	論文寫作 Thesis Writing	第二學期 Second semeste	3		第二學期 Second semeste	3

選修 Elective course（不分學年 Offered Across All Academic Years）	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit
	研　究　方　法　課　程　Research Methods Courses					
	多變量分析研究 Studies in Multivariate Analysis	3	質性研究 Studies in Qualitative Research	3	管理決策分析研究 Studies in Analysis of Decision-making in Management	3
	行銷與創新模組 The module of marketing and innovation (簡稱「行創模組」)		**財務金融與資訊模組 The module of finance and information (簡稱「財資模組」)**		**人力資源與組織管理模組 The module of human resource and organization (簡稱「人組模組」)**	
	行銷管理研究 Studies in Marketing Management	3	財務管理研究 Studies in Financial Management	3	人力資源訓練與發展研究 Studies in Human Resource Training and Development	3
	服務業行銷研究 Studies in Service Business Marketing	3	資訊管理研究 Studies in Information Management	3	人力資源管理研究 Studies in Human Resource Management	3
	消費者行為研究 Studies in Consumer Behavior	3	電子商務管理研究 Studies in E- Commerce Management	3	組織理論與管理研究 Studies in Organization Theory and Management	3
	廣告與促銷研究 Studies in Advertising and Promotion	3	財務金融專題討論 Seminar in Financial Issues	3	組織變革與創新研究 Studies in Organizational Change and Innovation	3
	創意與創新管理研究 Studies in Creativity and Innovation Management	3	服務科學研究 Studies in Service Science	3	績效與薪酬管理研究 Studies in Performance and Compensation Management	3

	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit
	行銷與創新模組		財務金融與資訊模組		人力資源與組織管理模組	
選修 Elective course （不分學年 Offered Across All Academic Years）	產業分析與診斷研究 Studies in Industrial Analysis and Diagnosis	3	資料探勘研究 Studies in Data Mining	3	服務業人力資源管理個案研究 Studies in Human Resource Management Cases of the Service Industries	3
	智慧財產權管理研究 Studies in Management of Intellectual Property Rights	3	成本與管理會計研究 Studies in Cost and Management Accounting	3	知識管理研究 Studies in Knowledge Management	3
	行銷企劃研究 Studies in Marketing Planning	3	國際財務管理研究 Studies in Multinational Finance	3	國際人力資源管理研究 Studies in International Human Resource Management	3
	社會創新與社會企業研究 Studies in Social Innovation and Social Enterprise	3	財務報表分析研究 Studies in Financial Statement Analysis	3	組織經營分析與診斷研究 Studies in Organizational Management Analysis and Diagnosis	3
	策略行銷研究 Studies in Strategic Marketing	3	投資管理研究 Studies in Investment Management	3	組織行為與管理研究 Studies in Organizational Behavior and Management	3
	國際行銷管理研究 Studies in International Marketing Management	3	企業電子化研究 Studies in E-Business	3	企業危機管理研究 Studies in Business Crisis Management	3
	創造力與創意思考研究 Studies in Creativity and Creative Thinking	3	人工智慧與商業應用研究 Studies in Artificial Intelligence and Business Application	3	新事業發展管理研究 Studies in Management of New Venture Development	3
	智慧零售管理研究 Studies in Smart Retail Management	3	服務產業專題研究 Studies in Service Industry	3	管理心理學研究 Studies in Managerial Psychology	3
	社會投資報酬率研究 Studies in Social Return on Investment	3	產業競爭策略研究 Studies in Competitive Strategies of Industries	3	中小企業管理個案研究 Studies in Management of Small and Middle-Sized Enterprises	3

選修 Elective course（不分學年 Offered Across All Academic Years）	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit	科　目 Subject	學分 Credit
	其　他　課　程　Other Courses					
	事業經營管理個案研究 Case Studies in Business Management	3	作業管理研究 Studies in Operation Management	3	策略管理研究 Studies in Strategy Management	3
	專案管理研究 Studies in Project Management	3	國際企業管理研究 Studies in International Business Management	3	永續發展管理研究 Studies in Sustainable Development Management	3
	科技事業管理研究 Studies in Management of Technology Business	3				
	商業智慧研究 Studies in Business Intelligence	3				

備註 Remarks

1. 畢業學分 36 學分（不含論文 6 學分）。必修學分為 6 學分；選修學分為 30 學分。
   Students must complete 36 coursework credits for graduation, including 6 credits in required courses and 30 credits in elective courses. The 6 thesis credits are counted separately.
2. 進入本所需於大學期間修畢三科基礎課程，包括管理學，經濟學，統計學等；未修畢者需至大學部（或以上）補修之，但不計入畢業學分數。**(請於開學第一週由班代統一收齊成績單正本後至系辦登錄「已修基礎課程認證手續」)**。
   Students entering the graduate program must have completed three foundational courses during their undergraduate studies, one each in Management, Economics, and Statistics. Students who still need to complete one or more of these courses must take equivalent courses at the undergraduate level or above. Credits earned in these make-up courses are excluded from the credits required for graduation. (**During the first week of the semester, the class representative should collect all students' original transcripts and submit them together to the department office for the "Verification and Registration of Completed Foundational Courses" procedure.**)
3. 必選科目中的「研究方法課程」，三科中至少需選修一科以上。
   Students must complete at least one of the three courses in the "Research Methods" category of required electives.

異動註記 Curriculum Revision Notes：

1. 113.10.29 經 113-1 第 1 次系課程委員會議通過、113.12.25 經 113-1 第 2 次教務會議修正通過
2. 不分學年選修其他課程，「社會影響力管理研究」課程更名為「永續發展管理研究」，113 學年度(含以後)入學學生適用。(113.10.29 經 113-1 第 1 次系課程委員會議通過)